

*R. J. Reynolds*  
Tobacco Company

R. C. Farmer  
Regional Sales Manager

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# 315-93  
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Mr. E. M. McAtee

Dear Ed:

Following a business review with First National where a portion was allocated to their Private Label brand **Pilot**, Cleveland CAM MacWilliams and National Manager, Forsyth Tobacco, Jim Piscitelli, teamed up to help First National jump-start **Pilot**.

Mass Displays were installed on end-caps in three (3) VIX mass discount stores owned by First National Supermarkets. Their plan to watch **Pilot** retail sales fly while keeping Philip Morris brands on the ground, worked! An extra 256 cases of **Pilot** were sold. In addition, floor base displays featuring Winston \$4.00 product and Camel buy-one-get-one frees were placed.

**Pilot** sales have been growing ever since these mass displays were installed (photos attached).

I would like to see this accomplishment featured in the next issue of The Merchandise.

Sincerely,

R. C. Farmer  
RCF:am  
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